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Advertising Age

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50 YEARS 1930-1980

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Marx toy maker sellout may burn agencies

By JAMES P. FORKAN

NEW YORK—In a complex arrangement still being worked out at press time, Dunbee-Combex-Marx is preparing to sell off and license the Marx Toys and Aurora Products lines to three toy rivals.

The ad agencies for Marx (McCann-Erickson, New York) and Aurora (Scott Lancaster Mills Atha, Los Angeles), as well as most of the personnel from both marketers, are likely to lose out once the toys are absorbed into the buyers' own lines, sources believed.

Additionally, McCann reportedly has been stuck with $2,000,000 in unpaid Marx media bills, industry sources said. When asked, George Hatch, McCann's exec vp-chief financial officer, said only that "we certainly are having collection problems" with Marx—a client only since last summer—but that "we are studying the situation and working on solutions."

Other McCann officials added, "We don't know the full situation at this stage." However, one member of the account team, account supervisor Gary Price, has shifted to other clients in the San Francisco office.

Arthur Golden, Marx president, and Robert Jackman, exec vp-general manager, Aurora, both based in Stamford, Conn., could not be reached for comment.

They were among those said to have been meeting in New York with DCM's chief Richard Beecham, in from London, and with prospective buyers and licensees in a package transaction believed unique in toy business history. (One Marx executive, Dan Weiss, has left as exec vp to return to Gabriel Industries.)

▪ "This has been coming down the pike for about four months," said one source, who added that things speeded up after the close of the Christmas selling season.

Although contracts have yet to be finalized, ADVERTISING AGE has pieced the acquisition puzzle together from various industry officials. DCM brass are studying an exchange of stock deal whereby Leisure Dynamics, Minneapolis, would take over Aurora Products, which early last year quit all but the toy auto racing field; Aurora's AFX line is said to be No. 1 in that $100,000,000 category.

Mego Corp. has acquired the First Love doll plus the

(Continued on Page 83)

Goodbye, Sindy

Marx' Sindy doll, shown here in a tv commercial, is up for sale as part of a sellout by Dunbee-Combex-Marx.

Pan Am seeks ticket wholesaling

By JOSH LEVINE

NEW YORK—Pan American World Airways is putting the finishing touches on a fare proposal which, if approved, would take much of the marketing risk and obligation out of the airline's hands on certain routes.

Under the proposed "group contractor fares," large blocks of tickets on scheduled flights would be sold at wholesale to middlemen, or contractors, who would then assume the risk and responsibility of pricing and marketing the tickets as they saw fit.

Pan Am expects to overcome certain objections expressed by the Civil Aeronautics Board when it rejected a Pan Am/National proposal two weeks ago, and plans to apply the new arrangement to its N.Y.-Frankfurt route by Feb. 1.

▪ While Pan Am would be paid less for the tickets than it could get through direct sale, the sacrifice insures a minimum return when many airlines fear a menacing drop in plane load factors.

"We take the money and run," said a Pan Am spokesman. "The idea is to accept less than we might have gotten, with the assurance that we'll at least have the money.

"Load factors are on everybody's mind," he continued, "and this proposal effectively transfers the risk of empty seats to the retailer

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ONEIDA

Oneida Ltd. hopes this ad, part of a new series, displays an element of surprise for the flatware category. Campaign breaks in February via David Deutsch Associates.

Olympic tie-in marketers facing a no-win situation

An Advertising Age roundup

"It's all very sad, and a no-win situation" for everyone involved. That's the widely shared opinion of one marketing exec from a major sponsor of NBC-TV's planned coverage of the Summer Olympic games in Moscow next July.

NBC and the 50 sponsors who have committed some $150,000,000 to the coverage late last week were awaiting word from President Carter, who may ask that the U.S., in protest to Russia's invasion of Afghanistan, withdraw from Olympics participation in Moscow.

The prospects that the advertising and accompanying promotional hoopla would go down the drain grew last week as unofficial reports said Mr. Carter was in favor of a boycott. NBC has said if a U.S. team doesn't participate in Moscow, neither will NBC.

▪ The question is what will happen to the ad dollars and additional millions of promotional dollars (estimated at about $80,000,000) planned by Olympic tie-in marketers. Late last week execs of some of those companies indicated they had not all caught up with the fast-changing scene.

A spokesman for the Gillette Co., Boston, said that while nothing has been resolved, "you would be foolish not to look at alternatives." He said the company will "go along" with whatever President Carter decides.

While the company said it will be spending $5,000,000 on tv advertising during the games, "the budgeted money could and would be diverted" if the U.S. did not participate.

"Scared stiff" is the term a sales promotion executive used to describe the mood of two clients whose promotion programs are tied to the Summer Olympics.

"Both are reading the newspapers a lot closer than anyone else" the exec noted. However, he said the promotions will likely proceed as planned, since there is the expectation of news coverage by the

(Continued on Page 83)

Gold, silver price rockets offer risky ride

NEW YORK—The impact of soaring silver prices, now being felt in higher prices for photographic film, is only the latest reaction to a prolonged worldwide surge in silver and gold bullion prices.

Gold, at $250 a year ago, was fast approaching $900 an ounce last week. Silver has increased about 600%, to more than $40 an ounce, since January, 1979. Such increases have led to what is currently dubbed "gold madness," as people rush to sell their jewelry or other family heirlooms and baubles that were, until now, more appreciated for their sentimental value.

In metro New York, at least two gold buying companies are using tv to encourage such traffic. Jeanne Berns, Huntington, N.Y., notes in a tv spot that old gold, silverware, jewelry and diamonds can be traded in for stereos, vacations, cameras, etc. "Goodbye old diamond ring. Hello new couch," is one of her lines. U.S. Redemption Center, also seeking the same business, includes coins and provides an "800" phone number in tv spots.

▪ Tiffany sterling is still on sale here, a store spokesman said, because the company bought heavily in silver last spring. Cartier said it has had to increase its silver prices "substantially" to keep pace with the market. Because of pricing turmoil, however, Macy's has discounted the sale of sterling flatware until price escalations subside. Bloomingdale's salespeople check with flatware manufacturers before quoting prices to customers.

In Allentown, Pa., Hess's department store prepared for a Jan. 21 one-day sale at which sterling silver flatware prices are to be reduced by 53% to 79%. Hess's said armed guards and extra police

(Continued on Page 86)

last minute news

K-C testing Softique facial tissues in Albany

NEENAH, WIS.—Kimberly-Clark is introducing new Softique facial tissues into test in Albany, N.Y. The 175-count box of premium-price tissue has a side opening and is described as a totally new type of tissue. It is made by a new air-lay process that offers softness and absorbency advantages. A full ad program is planned, via Burnett. In the feminine hygiene area, K-C is reintroducing its Kotex heavy-duty tampons under the name Kotex Security tampons. The brand is marketed only in the Midwest and West. O&M, Chicago, is handling.

Playtex introducing maxi and mini pads

NEW YORK—International Playtex is introducing maxi and mini pads in Dallas and St. Louis. Available in both deodorant and nondeodorant

(Continued on Page 8)

NEWSPAPER
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3
AA MAR80
DC2001ACNGLIHGENP 94187 920011
P HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
710I WISCONSIN AVE
WASHINGTON DC 20014

NBC's Tartikoff has some funny (tv) ideas

B. TARTIKOFF

By COLBY COATES

NEW YORK—At least six prime time comedies and the intriguing prospect of a Francis Ford Coppola or a Barbra Streisand making a children's tv show are just two elements of the programing philosophy taking shape at NBC for next fall, says one of its chief architects, new NBC Entertainment president Brandon Tartikoff.

A meteoric rise in the business since his first job at Van Leeuwen & Partners has, at age 31, propelled the native New Yorker into this top network job and a seat at the right hand of his mentor, NBC president Fred Silverman.

Mike Weinblatt, whom Mr. Tartikoff succeeds, has taken over the presidency of a new unit, NBC Enterprises, which will handle foreign sales, syndication and development of products for a market "swelling with new technology."

Moreover, there are indications that Mr. Weinblatt will spearhead a possible NBC move into production of theatrical movies, something NBC hitherto has said it would ignore. Both ABC and CBS, however, recently have created new units to get the networks back in the theatricals business.

A network spokesman said there's nothing to confirm or deny about the theatrical reports. "The division is only a few days old, and Mike is taking a week's vacation," the spokesman continued. "When he returns, he'll sit down and make some recommendations. Down the line, who knows what will happen." But the betting is that NBC will make up its mind in the next few months.

For Mr. Tartikoff, however, attention is fully focused on the small screen, his own "awesome responsibilities" and using the

(Continued on Page 84)

Alberto conditioner, lotion bow

By JENNIFER ALTER

MELROSE PARK, ILL.—Alberto-Culver Co. is entering the new year at an aggressive new products pace, with the national introduction of Blow Dryer hair conditioner and test market launch of Sensually Silky skin lotion.

Blow Dryer, a line extension to Alberto VO5 hair dressing, is a concentrate conditioner to be used before blowing hair dry. Available in 1½-oz. tubes, it will be backed initially by a $1,000,000-plus ad campaign through Lee King & Partners, Chicago.

The hair dressing product, to be shipped to retailers next month, was never in a test market, but was monitored for over a year through a variety of methods, including in-home. Positioned for both men and women, it is packaged in a small blue and white box.

Sensually Silky, a protective skin lotion, is beginning test in Rockford, Ill. The test will be backed with a full schedule of ad support, including 30-second spots, also through Lee King & Partners. It is packaged in 10-oz. baby blue bottles.

- The commercial features a hard-working housewife transformed to a sensual beauty after using the product.

To be pitted against P&G's Wondra and Chesebrough-Pond's Vaseline Intensive Care, Sensually Silky is described by a company spokesperson as having "protective properties other lotions can't claim."

- Additionally, Baker's Joy an aerosol flour and oil combination designed to "grease" baking pans, will go national in approximately six months, according to Alberto president Leonard Lavin. It has been in test since January, 1979 (AA, Jan. 22, '79). Mr. Lavin said at the company's annual meeting last week that there had been some technical difficulties with the product, but that they had been fixed.

Mr. Lavin said Previews, a hot appetizer mix available in onion, mushroom, seafood and cheese flavors, will continue in test with no target date for rollout. #

No-name cigs come to Canada

TORONTO—Dominion Stores, the supermarket chain that has a 30% share of the plum Ontario food market, has added cigarets to its list of generic products.

The cigarets, made in Mexico because no Canadian manufacturer could be found to supply the chain, cost 75 cents (Canadian) a pack, compared to $1.10 for regular brands.

However, the Mexican product is a blend with Turkish flavor, whereas the popular Canadian brands are blander, using predominently Virginia type tobacco. #

CBS: Leading the '79-80 prime time pack?

By COLBY COATES

NEW YORK—On the verge of riding its Super Bowl broadcast past ABC in season-to-date standings, CBS seems ready to pull off a major upset and take the 1979-80 prime time season.

At least that's what some network executives guardedly predict. As for the agency view, Paul Schulman, president of Paul Schulman Co., a division of Gardner Advertising's Advanswers, predicted, "It's off the wall, but CBS is going to be No. 1 this season."

To enhance its chances of unseating ABC as the prime time kingpin, CBS further refined its second season schedule last week, shuffling the lineup of its two weakest nights, Tuesday and Saturday.

Meanwhile, all three networks still were developing their February ratings sweeps strategy, with the gathering confidence at CBS reflected in some bold moves to counter ABC's Winter Olympics broadcasts.

- Strategy calls for CBS to match the first network run of "The Exorcist" against ABC's Feb. 12 opening Olympics telecast. The next night, CBS comes right back with the sequel, "The Exorcist: The Heretic," prompting one observer to remark, "ABC's going to have a devil of a time with that combination."

"S.H.E.," a two-hour pilot about a "female" James Bond, also plays against the Olympics, Feb. 23, with the back-to-back combination of Bob Newhart and Goldie Hawn specials expected to join the fray on Feb. 19.

Of course, ABC has some plans of its own, including kicking off the sweeps Feb. 1 with "An Unmarried Woman," and leading in to the Olympics with a two-part airing of "The Deep," Feb. 10 and 11. "Swan Song," starring David Soul (who used to be Hutch of "Starsky & Hutch") runs Feb. 8. If all that's not enough, NBC reportedly is ready to counter "Exorcist" and the Olympics with Burt Reynolds' "The End."

The latest CBS revisions take place the first week of March after the Olympics and the sweeps have ended. "White Shadow" continues to hold down the first Tuesday hour, but the Saturday night movie, moved there only last month, now returns to its former Tuesday, 9 p.m. to 11 p.m. slot. The Saturday lead-off hour, "The Chisholms," also stays put, but "Hawaii Five-O" comes in from Tuesday to fill the hour at 9 p.m. Making its long awaited debut at 10 p.m. will be "Hagen," starring Chad Everett. As bad as "Hagen" seems to be to some executives who have seen it, they still think it's enough to salvage second place against "Fantasy Island" but well in front of "Prime Time Saturday."

- Ratings for the 17th week of the prime time season had CBS on top with a 20.9 rating and 32 share. ABC was second with a 19.3 rating and 30 share, with NBC third with a 17.2 rating and 27 share. #

highlights

Monday, January 21, 1980

Amtrak is changing tracks in its advertising in 1980 as it shoots for increased ridership. *See Page 4.*

J. Walter Thompson Co. buys into Euro-Advertising to build a second European agency network. *See Page 10.*

The New York Times Co.'s *Us* magazine most likely will be sold soon, but there's little chance it will go to former publisher Porter Bibb. *See Page 12.*

Gay Mayer, Mem Co. president, claims he's not disturbed by imitative positioning from Yardley of London's new men's toiletry line . . . yet. *See Page 12.*

The spillover of NFL game coverage into prime time is one secret ingredient in CBS' strong fall season ratings success. *See Page 14.*

Horn & Hardart is studying the expansion of New York fast-food restaurant called Taters & Toppings, devoted to serving up baked potatoes with toppings. *See Page 36.*

Retailers across the country agree that Christmas 1979 wasn't the best. *See Page 44.*

Maple syrup producers have started a campaign against look-alikes of their product. *See Page 45.*

Stephen O. Frankfurt explores a marketing segment forgotten or ignored—middle age, those consumers between the ages of 45 and 64. Until now, they have been thought of as sexless, hopeless and resistant to change. Some surprising statistics are uncovered. *See Page 49.*

William D. Tyler takes a look at some advertising campaigns in 1979 and how they relate to the decades of the '70s and the '80s. *See Page 49.*

Gene Mahany examines some of the promotions unveiled at the start of 1980 and uncovers some products that are broadening their scope to tap market segments previously overlooked. *See Page 58.*

Due to the U.K. economy and political scene, the coming year promises to be a watershed for British advertising. *See Page 60.*

Israeli and Egyptian media execs are considering ways to exploit the newly opened lines of communications between the two countries. *See Page 62.*

CBS takes a first step toward competition for retail ad dollars with a new marketing program called FIRST. *See Page 69.*

For Seniors Only, a magazine aimed at graduating high school seniors, offers colleges and technical training schools a pool of potential applicants. *See Page 82.*

United Artists Music will step up pursuit of advertising use of its songs, starting with first-quarter mailings of songbook samplers. *See Page 82.*

Vital, a fitness magazine that folded after two issues last year, will be revitalized this spring by a unit of Montgomery Ward & Co. *See Page 86.*

Eastman Kodak's announced price increases have upset the relatively stable camera industry. *See Page 86.*

NAD says the Cycle dog food line can be called "unique" even though some items in the line are like other products. *See Page 87.*

Section 2

Direct marketing has evolved from Eli Terry's free-trial, installment payment plan clock offers in the 1790s to sophisticated demographically and geographically-based mailing lists and Qube direct response methods. Read about the state of the industry and where it's going in Section 2 on Direct Marketing, beginning opposite Page 44.

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Vol. 51, No. 3—Advertising Age (ISSN 0001-8899) is published weekly except semiweekly the second week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il 60611. Second class postage paid at Chicago and additional mailing offices.

Fiat eyes one shop—BBDO?

TURIN—A topflight worldwide team from BBDO made a presentation to Fiat here last week to persuade the world's 7th largest auto maker to put all its advertising eggs in one basket. The pitch fell on quite receptive ears.

"We definitely do have a problem with communications," Charles Cole, the company's international advertising director, told ADVERTISING AGE. "And it arises from the fact that we have a different advertising agency in every country."

He did not say that he intended to hand the companies' worldwide advertising over to BBDO, but he did admit to looking very closely at the agency proposal.

- "If there is any way that we can straighten our problems out, we will do it," he said. "An international agency is the logical answer. But looking down the list, you see very few without conflict."

BBDO's selling points in its pitch are its experience on Chrysler in the U.S., its launch of Toyota in the U.K. and the strong bond forged between Fiat and Italia/-

(Continued on Page 84)

Spot tv shows no signs of recession

By MAURINE CHRISTOPHER

NEW YORK—Despite recession talk, prime time cost-per-points estimates for January indicate a strong spot tv market with prices up for all top 20 markets compared with year-ago levels.

The peak gains in this monthly Spot Quotations & Data report came in Minneapolis, up 13.7% to $58 per 30-second spot and in Chicago, up 12.1% to $148. These figures are based on transactions through Dec. 28 for a sampling of major advertising agencies. Only affiliates are covered in the prime time cost per household rating point listings.

Marvin Richfield, president of the SQAD report, attributed the Chicago strength to the "combined influence of an early political primary in March and prewinter Olympic maneuvering." He saw Minneapolis still benefiting from the promotional and sales hype that accompanied last year's affiliation switches.

Ironically, Mr. Richfield also cited a November that was not sold out and a relatively weak December as factors in the January showing. "Quite a few spot tv broadcast directors advised clients and client contact agency people that 1980 buys should be placed early to take advantage of an apparent weakness in spot tv," he noted. "That weakness no longer exists."

• Below the top 20 markets, standout cities on the list included Denver with a prime time cpp for 30s of $54, Hartford with $51 and San Diego with $47.

As usual, late news was the runner-up category in most big markets. January quotations in this area, which covers independents as well as affiliates, show this ranking: New York, $188; Los Angeles, $130; Chicago, $114; Boston, $101; San Francisco, $96; Philadelphia, $95; Dallas, $72; Houston, $66; Detroit, $64; Washington, $56, and Baltimore, $50.

Looking best in late fringe were New York, $127; Los Angeles, $86; Boston, $83, and San Francisco and Philadelphia, both $82.

• The SQAD report also includes an advertiser/agency planners guide giving quarterly cost projections for all dayparts for the next six quarters.

This year's prime time cpp forecast for New York ranges from $319 for the first quarter to $371 for the last. Other city listings for the same periods: Los Angeles $249 and $290; Chicago $181 and $211; Philadelphia $134 and $165, and San Francisco $154 and $179.

Below the top 50, Knoxville and Mobile were estimated at $15 and $18 and Rochester and Fresno at $20 and $23. #

Products Finishing
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published monthly

January 'street' prices for spot tv on network affiliates

Average cost per household rating point for 30-second spot

Nielsen market rank		Prime time '80 vs. '79 79 vs. '78
1.	New York	$276 (- 7.4%)
2.	Los Angeles	223 (- 2.3%)
3.	Chicago	148 (-12.1%)
4.	Philadelphia	124 (- 2.5%)
5.	San Francisco	137 (- 5.4%)
6.	Boston	127 (- 6.7%)
7.	Detroit	92 (- 9.5%)
8.	Cleveland	56 (- 5.7%)
9.	Washington	80 (- 3.9%)
10.	Dallas	87 (- 4.8%)
11.	Pittsburgh	62 (- 5.1%)
12.	Houston	86 (- 4.9%)
13.	Minneapolis	58 (-13.7%)
14.	St. Louis	43 (- 4.9%)
15.	Miami	75 (- 5.6%)
16.	Atlanta	68 (- 6.3%)
17.	Seattle	65 (- 4.8%)
18.	Tampa	58 (- 5.5%)
19.	Baltimore	61 (- 5.2%)
20.	Indianapolis	42 (- 5 %)

Market combinations at a glance -cpp

Ranked by market size	Prime time January	cpm
1-10	$1,350	$5.40
11-20	618	6.49
21-30	400	5.91
31-40	241	4.47
41-50	202	4.41

Source: Spot Quotations & Data, 950 Third Ave., New York 10022. Average cpps for a 30-second spot were determined from ad agency conventional buys on affiliates as of Dec. 28. Excluded are spots bought on a 52-week basis or calling for 150-plus gross rating points weekly. These averages are a yardstick and not a listing of the market's lowest prices. Ratings used are an Arbitron-Nielsen average. These guides can be applied to 60s—200%—and 10s—50%. Percentage gain over January, 1979, is shown in parentheses.

How newspaper research from ACB's "MINTSYSTEM" will give your newspaper advertising more results

APPLIANCE SALE OF THE YEAR
BLENDER $5 REBATE
RADIO $19.95
WASHER/DRYER TWIN SALE SPECIAL
TV $30 OFF
WINDOW AIR CONDITIONER SAVE A COOL $10
VACUUM CLEANER FREE ONE YEAR SERVICE
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ACB's newspaper advertising research is the most comprehensive available anywhere. ACB reads national and display retail advertising in every U.S. daily and Sunday newspaper to provide in-depth data—customized to meet your exact requirements—so you can plan more productive newspaper advertising. This is all-inclusive research, exclusive with ACB and it has a unique name: MINTSYSTEM, Marketing Intelligence Tracking System.

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"Where and when—exactly—are your competitors spending their newspaper advertising and promotion dollars?"

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"How are retailers in various markets pricing your products vs. competitive products?"

"Are key retailers promoting your brand or your competitors'?"

"Are you getting the most for your Co-op dollars?"

"Which retailers are key to your sales efforts and which are not?"

"What new, innovative advertising approaches are working?"

"What about the seasonality? Are you missing out by not heavying-up at certain periods?"

"What are the market trends you should be taking advantage of?"

Today, these facts and hundreds of others are being used by more than a thousand manufacturers, service firms, ad agencies and merchandisers.

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SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000
ORLANDO: 1010 Executive Center Drive, 32803; Phone 305/898-7680

Bonne Bell adds to 10K athletes' line

LAKEWOOD, O.—Encouraged by the reception of its 10K line introduced last spring (AA, June 4), Bonne Bell Inc. will launch two more products in March.

10K Sport Stick, a moisturizer and lubricant that prevents chafing and chapping during exercise, and 10K Body Soak, a vitamin-enriched bath gel designed to relax tired muscles, will be added to the line created to cater to the athlete's beauty problems.

The two new items, along with 10K Sport Shampoo, 10K Sport Lotion and 10K Etonic running shoes, will be promoted in color page ads breaking in major sports and fashion magazines in Apr. 1 through Leber Katz Partners, New York.

The campaign will run in *Cosmopolitan*, *Mademoiselle*, *Runner's World*, *Self*, *Ski*, *Skiing*, *Teen* and *Women's Sports*. Theme line is: "What's better than 10K? More 10K." #

'HBR' increases rates

The *Harvard Business Review* has increased its subscription rates by 14%, from $21 to $24 annually, effective Jan. 1. The every-other-monthly also has increased ad rates 9% as a result of increased costs for paper, printing and distribution.

Advertising pages in January consumer publications

Current and January '79, figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages Jan 1980	Pages Jan 1979
Women's		
†§Bride's Magazine	395.8	334.4
§Cosmopolitan	135.9	111.6
Essence	53.0	52.0
§Family Circle	68.3	72.3
▲Family Health	23.0	23.6
§Good Housekeeping	113.6	99.4
Ladies' Home Journal	72.0	75.2
Lady's Circle	6.4	7.7
McCall's	67.2	77.2
○McCall's Working Mother	53.3	—
†Modern Bride	321.0	343.0
Ms.	37.7	35.3
○New Woman	—	—
§Parents Magazine	45.0	45.9
Playgirl	47.0	37.8
Redbook	88.9	83.5
Self	30.1	40.7
Seventeen	70.4	71.1
*Talk	17.7	18.0
*Teen Magazine	26.1	28.3
§True Story	42.7	37.6
§Woman's Day	107.0	92.0
The Workbasket	32.7	24.6
Working Woman	28.0	16.2
Total Group	1,882.8	1,727.9
General		
▲A.D. Publications	—	—
After Dark	32.0	30.9
Air Progress	19.7	20.8
American Forests	16.2	15.2
§American Legion	31.0	33.1
○Americana	26.1	33.3
Apartment Life	48.0	47.5
§▲Architectural Digest	114.8	95.3
§The Atlantic	23.1	22.3
○Audubon Magazine	29.4	34.2
§Bon Appetit	44.0	37.3
Book Digest	39.4	53.5
Christian Herald	50.0	43.0
Christian Life	23.6	25.3
*Christianity Today	56.6	46.6
Complete Men's Group	25.0	25.0
Country Journal	48.9	48.1
Creative Computing	75.7	52.8
▲Cuisine Magazine	35.8	35.5
Ebony	64.1	64.3
Elks Magazine	30.1	27.6
§Esquire	22.7	23.2
50 Plus	27.7	17.2
Flying	54.8	37.7
§Gentlemen's Quarterly	—	—
Golf Digest	54.3	55.9
§Golf Magazine	34.1	42.8
Gourmet	41.3	38.2
§Harper's Magazine	20.5	30.5
○Hi-Fi/Stereo Buyer's Guide	26.3	22.5
*High Fidelity	54.5	66.3
Income Opportunities	36.6	37.3
Kiwanis Magazine	13.4	16.7
Let's Live	98.9	87.5
Life	43.8	32.5
Lion Magazine	—	—
Modern Photography	121.0	121.6
§Money	55.4	41.2
Moneysworth	24.5	25.2
Moody Monthly	48.3	55.0
Moose Magazine	—	—
○Mother Earth News	57.8	45.0
National Geographic	27.7	21.0
National Jewish Monthly	19.0	28.2
National Lampoon	36.5	32.5
▲Natural History	42.6	46.3
Omni	40.7	24.6
§Oui Magazine	20.0	14.9
§Penthouse Magazine	76.2	67.1
Petersen's Photographic	38.0	48.1
Playbill	45.5	46.7
§Playboy	120.6	139.3
Popular Photography	131.9	158.5
Prevention	79.5	112.1
Psychology Today	44.6	33.0
▲Quest '80	34.9	—
§Reader's Digest	61.4	74.7
Rotarian	27.2	19.5
††Saturday Evening Post	61.5	54.4
Scientific American	69.2	54.8
Signature	34.4	39.5
Smithsonian	63.5	54.3
Stereo Review	81.5	77.7
Success Unlimited	30.3	33.5
Tennis Magazine	37.8	45.8
Town & Country	53.6	42.5
Travel/Holiday	32.5	41.0
Travel & Leisure	49.1	51.7
VFW Magazine	32.7	31.6
Weight Watchers	14.3	11.6
World Tennis	46.8	38.8
Writer's Digest	16.7	18.5
Yankee Magazine	97.8	110.5
Total Group	3,237.4	3,160.6
Fashion & service		
Glamour	95.6	81.1
Harper's Bazaar	34.7	36.2
Mademoiselle	58.9	50.7
L'Officiel/USA	—	—
Vogue	88.1	77.8
Total Group	277.3	245.8
Arts & antiques		
○American Art & Antiques	56.3	43.9
American Artist	46.3	53.3
Antiques	171.6	142.6
Antiques World	58.5	53.7
▲Artnews	88.5	80.5
Total Group	421.2	374.0
Home		
§Better Homes & Gardens	86.8	97.5
○Colonial Homes	47.7	32.7
○○Decorating Showcase	26.4	21.3
▲Family Handyman	66.8	57.9
Flower & Garden	33.1	34.6
The Hometown Magazines:		
Dallas-Fort Worth Home/Garden	41.8	22.2
Houston Home/Garden	83.4	83.8
Horticulture	43.7	45.1
House Beautiful	64.3	62.0
House & Garden	82.6	79.3
†Homeowners How-To	30.1	14.5
Hudson Home Guides	50.4	43.9
Living:		
○Dallas	119.5	111.5
○Houston	97.5	113.0
○Denver	92.2	83.0
‡Austin	46.1	47.3
‡San Antonio	—	—
○Phoenix	—	—
○Tampa	—	—
▲1001 Decorating Ideas	34.2	33.9
Organic Gardening	106.7	95.0
○Plants Alive	—	—
San Diego Home/Garden	37.6	—
Southern Living	77.9	92.9
§Sunset Magazine	74.8	89.6
○Texas Homes	95.1	83.3
○Workbench	66.8	62.4
Total Group	1,505.5	1,406.7
In-flight		
#Aboard Group	336.0	312.0
Air California	53.7	54.2
Aloft/National Airlines	58.8	57.3
American Way	49.8	35.9
Braniff's Flying Colors	35.3	26.7
Clipper	27.8	26.7
Delta Sky	41.8	39.3
East/West Network:		
○Air New England Flying Your Way	—	—
Eastern Review	65.0	74.6
Hughes Airwest Sundancer	71.0	83.2
Continental Extra	60.9	63.3
Ozark Flightime	49.2	55.0
PSA California	94.5	106.3
Texas International/The Texas Flyer	55.9	41.2
United Mainliner	66.6	71.3
○Pace	19.2	17.2
Scene	23.7	—
Southwest Airlines	58.5	48.4
USAir	26.5	—
Webb Publications:		
○Frontier Magazine	33.0	26.0
Passages	22.5	18.0
TWA Ambassador	44.2	33.3
Total Group	1,293.9	1,189.9
Metropolitan		
○Aloha	—	6.0
Atlanta	64.3	61.2
Baltimore	56.7	98.4
Bay Life	55.0	44.3
○Bay Views	26.2	27.0
Birmingham	24.2	31.7
Boston	89.1	85.9
Broward Life	49.7	51.4
Brown's Guide to Georgia	108.0	—
Central Florida Scene	—	—
○Charlotte	—	—
Chicago	110.1	148.0
▲Chicago Elite	—	—
▲Chicago's North Shore	53.1	33.6
Cincinnati	60.8	56.5
Cleveland	51.8	62.4
Columbus Monthly	66.0	63.2
Commonwealth	21.1	19.2
Connecticut	88.0	101.0
D/Magazine:		
Dallas/Fort Worth	41.8	22.2
Delaware Today	32.9	25.7
Denver Monthly	14.2	16.0
Monthly Detroit	34.0	22.0
Exclusively Yours Wisconsin	59.3	69.0
Gold Coast of Florida/-Indian River Life	132.0	115.8
Grand Rapids	32.5	16.3
Honolulu	61.0	60.4
Houston City	36.1	26.8
Indianapolis	31.3	28.3
Kansas City	23.6	30.5
Los Angeles	152.3	156.5
Madison	44.0	18.0
Mesa	51.0	28.5
Miami	65.5	51.0
Milwaukee Impressions	33.0	29.0
Mpls./St. Paul	47.0	33.4
Nashville!	50.3	44.2
New Jersey Monthly	77.3	56.6
New Mexico	13.5	13.8
New Orleans	43.1	46.8
Ohio	33.5	42.6
Omaha	24.1	20.4
Oregon	43.5	48.0
Palm Beach Life	70.5	61.2
Palm Springs Life	196.0	171.0
Philadelphia	84.9	98.6
Phoenix	117.4	103.1
Pittsburgh	48.7	54.1
Pittsburgher	49.8	36.9
○Roanoker	43.5	48.0
SA, The Magazine of San Antonio	40.5	21.0
Sacramento	18.2	27.3
St. Louis	80.0	84.0
San Diego	131.3	128.5
San Francisco	48.3	40.5
San Francisco Focus	26.4	30.1
○San Jose	—	—
○Sarasota Town & Country	96.0	43.8
▼Shenandoah Valley	38.0	—
Spokane	40.3	38.0
Texas Monthly	76.7	71.9
○Triad	17.0	28.0
Tucson	40.0	46.0
Washington Dossier	36.0	36.0
The Washingtonian	84.0	97.0
Westchester	37.8	34.0
Westchester Illustrated	46.4	39.2
Wichitan	36.5	41.0
Total Group	3,582.4	3,313.5
Movie-romance-radio-tv		
○Complete Women's Group	—	—
Ideal Women's Group:		
Daytime Stars	—	—
Intimate Story	23.3	27.6
Movie Life	—	—
○Movie Stars	—	—
Personal Romances	23.3	27.6
○Screen Stories	—	—
TV Star Parade	—	—
KMR Women's Group:		
Real Romances	—	12.6
Real Story	—	12.6
○Teen Bag	5.0	9.9
Macfadden's Women's Group:		
Modern Romances	25.8	21.8
Photoplay	—	—
Secrets	25.8	21.8
True Confessions	26.1	21.2
True Experience	25.8	21.8
True Love	25.8	21.8
True Romance	25.8	21.8
Sterling Women's Group:		
Daytime TV	29.3	30.0
Modern Love	—	27.6
Modern Screen	30.8	30.0
○Movie Mirror	30.8	30.0
Photo Screen	—	—
Real Confessions	28.8	27.6
TV Movie Screen	30.8	30.0
TV Picture Life	—	—
Total Group	357.2	395.7
Youth		
Boys' Life	21.8	20.0
Campus Life	35.3	26.7
††Scholastic Magazines	33.3	34.1
Total Group	90.4	80.8
Mechanics & science		
○Elementary Electronics	24.4	34.8
§Mechanix Illustrated	75.4	81.5
Popular Electronics	57.2	54.4
Popular Mechanics	92.3	92.5
§Popular Science	79.1	80.5
Total Group	328.4	343.7
Boating & yachting		
Boating	146.6	158.5
Chesapeake Bay	34.2	31.0
Cruising World	111.3	98.7
Motorboat	59.2	84.6
Motor Boating & Sailing	141.4	147.9
§Sail	173.8	141.3
§Sea	111.4	118.9
Trailer Boats	28.1	25.2
Yachting	234.8	279.5
Total Group	1,040.8	1,085.6
Automotive & recreational vehicles		
Car & Driver	55.9	43.3
Car Collector & Car Classics	26.1	20.1
Car Craft	33.7	38.5
Choppers	11.5	14.5
○Custom Bike	—	14.6
Cycle	89.4	96.3
Cycle Guide	31.3	68.4
Cycle World	87.3	72.8
Dirt Bike	19.5	21.5
Dune Buggies & Hot Vw's	31.2	32.0
Family Motor Coaching	65.9	78.3
4 Wheel & Offroad	16.1	19.4
Four Wheeler	26.3	36.0
Hot Rod	32.6	31.1
Motocross Action	25.8	15.4
Motorcyclist	27.3	31.2
Motor Trend	35.4	26.2
††Motorhome Life	61.0	64.2
Pickup, Van & 4 WD	28.3	44.7
Road & Track	76.6	61.4
Touring Bike	9.0	—
Trailer Life	87.9	122.8
Van Pickup & Off-Road World	6.9	9.9
Woodall's Trailer & RV Travel Magazine	39.2	79.3
Total Group	924.2	1,041.8
Outdoor & sport		
Alaska	39.8	38.8
○The American Handgunner	25.5	19.4
American Rifleman	27.3	28.6
○Archery World	25.0	26.0
○Backpacker	—	—
§Bass Master	105.5	92.1
††Bicycling	41.2	28.1
Camping Journal	—	—
Field & Stream	68.3	71.0
Fins and Feathers	15.8	13.9
○Fishing World	29.3	32.6
Florida Sportsman	58.1	53.4
‡‡Fly Fisherman	72.3	44.2
Fur-Fish-Game	27.4	29.7
Guns	26.2	20.8
Guns & Ammo	36.2	34.9
Horseman	25.2	18.3
Outdoor Life	60.5	78.5
Petersen's Hunting	15.0	19.7
The Runner	16.2	31.3
Runner's World	30.0	46.3
Salt Water Sportsman	50.6	50.8
Shooting Times	26.0	28.6
SkateBoarder	20.0	61.4
‡‡§Ski	66.3	79.3
‡‡Skiing	67.0	72.1
Skin Diver	75.2	73.6
‡‡Southern Outdoors	28.8	34.3
§Sport	36.8	28.5
Sports Afield	72.9	66.9
▼Spray	—	—
Western Outdoors	33.4	36.6
Total Group	1,224.8	1,259.7
Comics		
○Archie Comic Group	—	—
DC Comics	11.5	12.0
Harvey Comics Group	8.0	8.0
Marvel Comics Group	14.0	12.5
Total Group	33.5	32.5
Newspaper Magazines I		
§Family Weekly	89.6	93.5
Parade	71.4	81.6
Total Group	161.0	175.1
Canadian National Weekend Magazines		
§Canadian Weekend	25.5	25.2
8 Perspectives	35.8	25.3
Total Group	61.3	50.5
Canadian		
LActualite	22.3	15.5
Chatelaine:		
§English Edition	61.2	53.6
French Edition	38.8	27.6
§Financial Post	—	—
▲§Flare	53.2	37.2
▲§Homemaker's Magazine		
English Edition	103.6	—
French Edition	79.0	—
**§Macleans	43.6	37.4
§Quest Magazine	—	—
§Reader's Digest:		
Canada-English	58.4	46.2
Canada-French	50.5	52.3
Total	108.9	98.5
▲Saturday Night	16.5	31.5
Toronto Life	62.0	45.8
Total Group	589.1	347.1

(Continued on Page 74)

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ○○Published twice a month. ‡‡Published 7 times a year. ○Published 11 times a year. ▼Published 8 times a year. **Published weekly. ►Published every two weeks. A Correct figure for Jan.-Nov. '79 is 2,821.8. B Preprinted inserts included. C Includes Budget Decorating & Remodeling.

Advertising pages in consumer publications

Current and year-ago figures for U.S., Canadian and foreign publications reporting to Advertising Age

(Continued from Page 73)

December pages

Business

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Atlanta Business Chronicle	20.5	10.4	231.2	79.5
Barron's	164.9	110.4	2,018.5	1,652.5
Black Enterprises	45.7	44.3	540.1	475.0
§Business Week	430.6	389.1	5,106.7	4,930.5
Corporate Report	61.8	46.7	768.5	627.8
Crain's Chicago Business	53.1	18.3	559.8	167.2
Dun's Review	87.3	62.6	1,016.3	939.2
§Financial World	71.7	67.6	—	—
Florida Trend	46.4	43.2	681.4	671.9
§Forbes	151.9	115.0	2,641.7	2,171.2
§Fortune	161.1	175.5	2,301.5	2,127.6
Houston Business Journal	103.2	88.9	1,431.5	1,224.3
§INC. Magazine	62.5	—	473.0	—
§Industry Week	82.1	96.5	2,038.4	1,963.6
§Nation's Business	29.4	55.1	545.3	510.5
*New England Business	33.0	32.7	568.3	450.3
▶Northern Ohio Business Journal	27.5	14.9	298.7	267.8
Outlook	34.0	31.5	450.6	299.3
The South	14.1	16.7	210.3	264.5
Texas Business	27.2	25.7	479.2	400.4
Total Group	1,708.0	1,445.1	22,361.0	18,772.8

Canadian

§Time-Canada	139.4	113.3	1,551.2	1,409.6

Newspaper magazines II

Boston Globe	200.7	198.6	1,766.7	1,874.6
Chicago Tribune	217.3	224.1	1,801.7	1,888.0
*Cleveland Plain Dealer	275.2	134.5	2,109.0	1,684.8
§Los Angeles Times Home Magazine	163.6	153.2	1,755.2	1,670.0
New York News	171.7	158.3	1,623.1	*1,004.7
New York Times Magazine	446.2	446.9	4,349.9	2,993.3
Philadelphia Inquirer	118.2	87.6	1,137.3	1,110.3
Washington Post Magazine	191.9	150.9	1,467.8	1,697.0
Washington Star. Home/Life Magazine	88.9	56.6	847.5	807.2
Total Group	1,873.7	2,821.4	16,858.2	14,*29.9

Weeklies, bi-weeklies, semi-monthlies

§Army Times Military Group:				
Air Force Times	175.5	123.7	1,879.9	1,785.4
Army Times	169.0	119.1	1,871.7	1,682.7
Navy Times	191.2	133.5	2,064.0	1,806.3
The Times Magazine	8.9	11.3	223.9	210.4
The Blood Horse	460.1	332.8	5,513.1	4,567.7
Circus	29.7	37.0	317.0	479.7
Commonweal	6.2	7.3	87.7	94.3
▶Cue New York	151.7	175.6	1,193.9	1,158.4
Golf World	28.2	39.3	621.3	596.6
§Grit	32.5	35.2	468.1	505.2
National Review	27.5	24.5	366.9	373.5
New York Magazine	268.3	250.0	2,222.0	2,439.6
New Yorker	458.6	409.7	4,179.3	4,061.0
§Newsweek	341.7	271.4	3,455.1	3,326.7
People Weekly	366.6	354.4	3,517.9	3,172.8
Rolling Stone	149.2	130.2	1,163.8	1,198.7
▶§Saturday Review	35.8	18.3	635.1	531.4
Sporting News	68.4	48.0	748.3	566.1
§Sports Illustrated	274.8	243.3	2,826.5	2,887.6
A §Time	331.3	278.0	3,153.1	3,166.6
§TV Guide	323.0	316.7	3,731.2	3,502.3
▶Us Magazine	71.9	60.0	647.8	627.5
§U.S. News & World Report	204.2	152.0	2,069.5	1,981.9
Total Group	4,174.3	3,571.3	42,957.1	40,722.4

Foreign

	Pages			
	Dec. 1979	Dec. 1978	Jan.-Dec. 1979	Jan.-Dec. 1978
Buenhogar:				
Mexico	99.5	94.7	812.0	634.7
Puerto Rico	36.2	30.8	253.2	189.7
Venezuela	78.3	73.2	552.7	578.2
Colombia	99.7	134.3	816.0	898.8
Peru	32.8	21.0	219.3	209.7
Central America	26.0	23.5	194.7	150.8
U.S.	8.5	6.5	114.7	118.8
Fascinacion:				
Mexico	15.2	*15.0	117.7	123.0
Puerto Rico	1.0	4.8	14.2	12.8
Venezuela	14.3	24.2	145.8	240.2
Colombia	14.2	13.5	71.2	135.0
Central America	—	—	0.3	3.2
U.S.	—	2.3	30.0	33.8
Geomundo:				
Mexico	33.3	17.5	168.0	105.0
Puerto Rico	20.2	6.0	116.8	101.0
Venezuela	23.7	16.5	156.2	82.8
Colombia	29.7	23.0	200.5	182.5
Peru	18.7	5.0	97.3	55.0
Central America	13.7	5.0	84.7	45.0
U.S.	5.0	1.0	47.5	26.8
Hombre De Mundo:				
Mexico	53.2	43.0	291.0	194.8
Puerto Rico	25.0	22.0	215.2	115.8
Venezuela	40.5	32.0	202.8	146.5
Colombia	35.8	37.8	226.7	191.0
Peru	12.0	—	42.3	—
Central America	17.0	12.0	92.8	58.0
U.S.	9.3	8.7	88.5	58.3
Ideas Para Su Hogar:				
Mexico	17.2	7.2	108.7	25.8
Puerto Rico	7.0	2.5	39.7	13.2
Venezuela	27.3	21.2	157.8	92.7
Colombia	42.3	29.7	265.8	85.0
Peru	5.0	—	21.5	3.2
Central America	—	—	6.5	0.3
U.S.	1.0	—	7.5	0.3
Intimidades:				
Mexico	15.8	8.0	104.5	23.0
Puerto Rico	4.0	—	49.5	—
Venezuela	8.0	7.5	129.5	20.5
Colombia	2.0	—	15.5	—
Central America	1.0	—	2.0	—
U.S.	2.0	—	8.5	—
Mecanica Popular:				
Caribbean	54.0	61.0	397.5	376.2
Mexico	29.0	16.0	239.7	187.5
Argentina	7.7	6.0	57.8	52.2
The Ring en Espanol:				
Mexico	3.2	2.0	21.3	8.0
Puerto Rico	2.0	—	29.7	—
Venezuela	3.0	8.3	44.2	37.7
Colombia	—	—	4.2	3.0
Central America	—	—	2.2	—
U.S.	3.0	1.0	36.7	4.0
Vanidades Continental:				
Mexico	175.3	149.7	1,553.2	1,168.7
Puerto Rico	85.2	79.3	658.0	556.3
Venezuela	89.8	79.2	771.8	741.5
Colombia	136.3	157.0	1,166.8	1,146.7
Peru	44.3	26.2	310.2	254.5
Central America	41.2	33.2	365.7	256.0
U.S.	39.7	44.7	397.0	383.0
Cosmopolitan Foreign Editions:				
Australia	96.5	93.4	765.5	600.5
Brazil	49.0	21.0	400.0	250.0
France	84.0	70.0	889.0	664.0
Great Britain	158.0	158.0	1,650.0	1,385.0
Italy	49.0	44.0	425.0	262.0
Cosmopolitan en Espanol:				
Central America	13.2	10.3	92.5	78.0
Colombia	49.0	63.8	349.0	403.7
Mexico	118.2	92.6	793.2	567.2
Puerto Rico	50.5	49.3	356.0	288.3
U.S. (Spanish Language)	21.2	21.2	198.0	175.2
Venezuela	56.2	54.5	385.8	393.8
International Communications:				
African Business	40.7	16.5	291.4	47.0
The Middle East	53.2	61.7	672.2	637.9
New African	22.2	32.0	400.0	507.4
Al-Iktissad Al-Arabi	20.0	14.7	202.6	187.6
International Herald Tribune	93.8	87.1	1,*17.5	1,179.4
International Management:				
Africa	24.3	19.7	246.7	236.0
Europe	65.0	42.7	539.5	465.7
Latin America	19.2	25.3	256.0	140.7
Middle East	45.3	39.3	436.1	447.8
Pacific	16.3	19.7	221.7	236.0
§Newsweek International:				
Atlantic	101.0	92.8	1,242.6	1,206.4
Latin America	28.0	—	368.3	—
Pacific	91.2	84.1	120.0	927.3
††Progreso	16.0	14.0	219.1	180.9
§Reader's Digest:				
Arabic	15.0	19.5	194.5	19.5
*Asian	487.0	49.5	3,179.1	513.7
Australian	63.5	61.5	769.1	614.2
Belgian-Flemish	133.5	129.3	1,064.9	981.0
Belgian-French	120.5	126.0	996.6	987.0
British	114.5	109.7	1,134.3	1,068.6
*Chinese	172.0	39.1	2,768.0	400.1
Danish	85.3	76.3	509.5	606.1
Dutch	41.8	44.5	684.0	601.8
Finnish	49.0	49.0	654.5	635.6
French	65.8	55.7	813.2	818.4
German	86.4	92.1	978.1	983.8
Iberian	56.5	47.5	466.6	423.5
Indian	109.0	134.3	1,106.0	958.4
Italian	62.5	74.0	698.5	788.0
Japanese	73.2	68.2	770.1	682.0
Korean	19.0	14.0	184.0	29.0
Latin American:				
Argentina	80.5	73.0	672.5	474.0
Brazil	7.5	16.5	127.8	151.4
Central America	38.0	42.5	270.0	306.5
Chile	45.0	52.0	313.0	279.0
Colombia	72.5	87.0	595.5	561.5
Ecuador	34.0	—	258.5	—
Mexico	115.5	115.9	595.5	445.0
Peru	17.5	19.0	117.5	111.0
Puerto Rico	31.0	33.5	191.0	159.5
U.P.B.	52.0	30.5	391.0	209.0
U.S. Spanish	16.5	28.5	188.0	202.5
Venezuela	43.5	45.0	446.8	347.5
Portugal	64.8	64.5	531.1	433.6
New Zealand	77.7	54.0	711.1	349.2
Norwegian	55.0	62.0	651.4	669.8
South African	98.0	61.0	930.5	913.5
Swedish	39.5	39.5	396.1	352.4
Swiss-French	43.0	30.0	401.0	400.0
Swiss-German	49.0	42.0	539.0	531.0
Canada-English	103.2	96.6	1,054.9	1,006.6
Canada-French	96.6	96.6	953.4	932.4
Total	2,935.1	2,279.8	27,306.6	19,946.1
Time International:				
Time-Asia	132.2	104.9	1,215.4	1,050.2
Time-Atlantic	139.2	113.7	1,523.0	1,310.3
Time-Latin America	103.9	78.5	906.6	774.6
Time-South Pacific	157.9	130.1	1,720.1	1,466.7
▶Visao	126.7	125.7	1,400.9	1,512.9
▶§Vision/Latin America	49.2	67.6	508.0	538.1
Total Group	6,634.3	5,541.0	59,562.8	48,197.2

EVERETT RATTRAY

EAST HAMPTON, N.Y.—Everett T. Rattray, 47, publisher and editor of the weekly *East Hampton Star* on Long Island, died of cancer Jan. 14 at his home here.

Mr. Rattray took over the newspaper from his mother, Jeannette E. Rattray, in 1961. In a conservative, primarily Republican town, Mr. Rattray made a career of publishing a liberal, mostly Democratic paper.

In addition to running the paper, Mr. Rattray also wrote a book about the Hamptons called, "The South Fork, the Land and People of Eastern Long Island," that was published in 1978.

Mr. Rattray's wife, Helen, will continue to run the newspaper, which has a circulation of almost 9,000. It is expected that one of their three children eventually will take over the reins.

VINCENT MANNO

BOCA RATON, FLA.—Vincent Manno, 67, a newspaper broker and media financial consultant, died at his retirement home here Jan. 10.

Mr. Manno helped set up the first cooperative production plan for cities with more than one newspaper. He also helped to write the Federal Newspaper Preservation Act of 1970, covering newspaper mergers.

Following his education at the University of Maryland and the South Jersey Law School and U.S. Army service during World War II, Mr. Manno set up offices in New Canaan, Conn. It was from this base that he became one of the nation's leading newspaper brokers for publishers across the country.

RICHARD RIMBACH SR.

PITTSBURGH—Richard Rimbach Sr., 84, president and owner of Rimbach Publishing Co. here, publisher of *Pollution Equipment News* and *Industrial Hygiene News*, died Dec. 21 in North Hills Passavant Hosipital following a brief illness. Mr. Rimbach, a professional engineer, founded his publishing company in 1928 with *Instruments* (now *Instruments & Control Systems*). He was a founder of the National Instrument Society of America in 1945, and served as its executive secretary from 1946 to 1950.

CYRIL WAGNER

CHICAGO—Cyril Wagner, 61, corporate director of planning and marketing, Evangelical Hospital Assn., Oak Park, Ill., died Jan. 9 of a heart attack. Mr. Wagner, who had been with the association since 1977, spent most of his life in tv sales, starting at ABC in 1949. From 1953 to 1974 he was with NBC-TV here as an account exec, sales manager and finally director of central sales. He was director of corporate relations, Rogers Merchandising, from 1974 to 1977.

VIRGIL BROWNE

OKLAHOMA CITY—Virgil Browne, a longtime Coca-Cola bottler and soft drink marketing pioneer, died here Dec. 31 at age 102. In the 1920s, Mr. Browne was the first soft drink bottler to sponsor baseball on radio and the first to advertise in the newspaper comics section, according to a Coca-Cola Co. spokesman in Atlanta. He was also the first to exploit the potential of the automatic vending machine for soft drink sales, the spokesman added.

Some credit him with developing the idea of the six-pack as well, but Coca-Cola said it isn't sure who first made that packaging innovation. Mr. Browne and a partner bought the Coke bottling business here in 1922; at his death, he and his sons owned Coke bottling interests in 20 cities.

NORMAN WYNKOOP

ST. PETERSBURG, FLA.—Norman O. (Dutch) Wynkoop, 86, retired vp-controller at McGraw-Hill Publications, died of a stroke at White Memorial Hospital here on Jan. 1.

Mr. Wynkoop, who retired from McGraw-Hill in 1958 after 38 years with the company, made his retirement home in nearby Redington Beach. Mr. Wynkoop joined M-H as a salesman and later became Philadelphia district sales manager for *Power* magazine. He went on to become publisher of *Power* and held similar posts at M-H's *Industrial Distribution*, *American Machinist* and *Product Engineering*. He was named a company vp in 1937 and controller in 1946.

ANDRE KOSTELANETZ

PORT-AU-PRINCE, HAITI—Andre Kostelanetz, 78, veteran symphony orchestra conductor, died at Canabe Verte Hospital here following a heart attack on Jan. 13.

The conductor headlined one of the popular 1930s radio series, Liggett & Myers' "Chesterfield Hour," on CBS Radio. He himself recorded scores of those broadcasts for donation to the Library of Congress.

H. G. WHEELOCK

LARCHMONT, N.Y.—Howe G. Wheelock, 68, Newhouse Newspapers advertising rep, died at his home here Jan. 9 following a long illness. Mr. Wheelock had been with Newhouse for the past 16 years. Before that, he worked for the Scripps-Howard chain. #